AUG 17 1942

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING MONDAY, AUGUST 7, 1942

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Showing	SAMPLES OF WAACS' APPAREL	N.Y. OFFICE, PHILA. QUARTERMASTER DEPOT	40 WORTH STREET NEW YORK CITY

A full set of samples of all the clothing worn by the WAACS is now on display in the New York office of the Philadelphia Quartermaster Depot at 40 Worth Street, N.Y.C., to permit their inspection by those New York manufacturers who might become prospective bidders. For further information, consult officer in charge, Lieut. R. Ruskin Schwartz, RE. 2-6456.

Now Showing	EXHIBIT: "CAMOUFLAGE FOR CIVILIAN DEFENSE"	MUSEUM OF MODERN ART	11 WEST 53RD ST.

A traveling display, designed to help civilians get an insight into the mysteries of camouflage. Prepared by the Museum of Modern Art in collaboration with Pratt Institute, this exhibit will remain on view at the Museum through September 13th, after which it goes on tour. For further information, contact: Sarah Newmayer, Publicity Director, CI. 5-8900.

Now Showing	NEW PHOTO SHOW	N.Y. MUSEUM OF SCIENCE & INDUSTRY	30 ROCKEFELLER PLAZA

A collection of photographs entitled "Wings For America's Fighters", represents a "first" in aviation and in camera art. This showing, arranged by photographic engineers of North American Aviation's huge bomber plant at Kansas City, gives the public a glimpse into a realm which censorship has made forbidden territory up to this time. Publicity: Michael Davidson, CI. 6-2075.

Now Through Sept. 30	CELANESE-McCALL WINDOW DISPLAY CONTEST	CELANESE & McCALL CORPORATIONS	STORES THROUGHOUT THE COUNTRY

Celanese and McCall are cooperating in a window-display competition based on the Back-To-School theme and open to stores throughout the country. Rules provide that only Celanese fabrics and McCall Patterns may be used in the display and the Celanese fabric, "Featherhead" must be featured. Prize-winners will be chosen from photos submitted to staff of judges from both firms. 8 prizes range from $5 to $100 each. For further information, contact: at Celanese, Bernard Sobel, LE. 2-5050; at McCall's, Edith Balfour Dunn, MU. 6-4600.

Beginning Monday August 17 — FIRST SHOWINGS OF NEW FABRIC COLLECTIONS

We have polled the following Yarn and Fabric makers with respect to this year's Resort Fabric Collections, shown last year at approximately this time: AMERICAN BEMBERG; AMERICAN ENKA; AMERITEX; BERNARD BERNSTEIN; CATOIR; CELANESE; COHN-HALL MARX; COTTON TEXTILE INSTITUTE; DOUCET; DUCHARNE; DU PONT; EVERFAST; M. HAUSMAN; A.D. JUILLIARD; KLEIN BROS.; ONONDAGA SILK CO.; PACIFIC MILLS; WILLIAM SKINNER; J.P. STEVENS; and A.M. TENNEY. Almost without exception, the phrase, "Resort Collection," has been banished from their thinking. New Fabric Collections will be shown pretty generally from this Monday on, but they will be Collections geared to Early Spring and warm weather, instead of to "resorts", as in the past.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday August 17- August 29 10:00 A.M.	"IN THE WAR" SHOW	HEARN DEPT. STORE	5TH AVE. AT 14TH ST. 5TH FL. AUDITORIUM

An all-out effort to show Americans what is already being done and what they as individuals must do from now on to help win the war, staged in Hearn's Auditorium by 60 cooperating Government Civilian Defense, Relief and Volunteer Agencies. Mayor LaGuardia will officially open exhibit on Mon., the 17th at 10 A.M. Special guests Mon. afternoon will include ranking officials of many of the United Nations. Exhibits will cover every phase of the war including latest fighting equipment, dramatization of the work of foreign nations, civilian defense activities, etc. A continuous program of movies, demonstrations, lectures and forums is planned. Admission, free. Publicity: Denson-Frey & Affiliates, LE. 2-3488.

Monday August 17 4:30 P.M.	PRESS PREVIEW: COLLEGE FASHIONS	B. ALTMAN & CO.	CHARLESTON GARDENS 5TH FLOOR

On Mon., members of the Fashion Press will be treated to an invitation preview of B. Altman's College Shop Fashions. On the following day, Tues., Aug. 18th, Altman will stage a 2:30 P.M. repeat performance which will be open to the public. Publicity: Faith Willcox, MU. 9-7000.

Beginning Monday August 17 Through Week of August 24	UP-TO-THE-MINUTE EXHIBIT OF STUDENT WORK	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY

Representative work of students of the Traphagen School of Fashion will be on view throughout this ~~month~~ week. This includes fashion designs as well as fashion illustrations from the Art Department. The Clothing Department is represented by budget wardrobes, triple-duty dresses, and economy dresses and suits, remodeled from men's suits as well as from clothes of past seasons. Work is also exhibited in the Fashion Display, Interior Decoration, Textile and Theatrical Design Departments of the School. For furher information: Registrar, Dorothy Tyroler, CO. 5-2077.

Beginning Monday August 17	DRESSMAKER SHOWING OF FALL ORIGINALS	HARRY COLLINS	647 FIFTH AVENUE

Beginning, Mon., Aug. 17th, Harry Collins will show a collection of Fall Originals to accredited representatives of out-of-town dressmaking establishments and custom-order departments of out-of-town stores. These originals will not be shown or sold to ready-to-wear departments in New York or anywhere else. For further information or appointments, contact: Alexander Gasser, PL. 3-9403.

Beginning Monday August 17

COLLEGE SHOPS STILL TO OPEN IN NEW YORK AND METROPOLITAN STORES

See CALENDARS of July 20, 27, August 3 & 10 for College Shops already opened.

AUGUST 17 (Monday)
DE PINNA, 650 5TH AVE.
Publ.: Dorothy Coburn, VO. 5-4800.

AUGUST 17 (Monday)
THE NAMM STORE, B'KLYN
Publ.: Muriel Hahn, TR. 5-5700.

Tuesday August 18 10:00 A.M.	PRESS SHOWING: FALL MILLINERY	HENRI BENDEL	10 WEST 57TH STREET

By invitation only. Publicity: Frances Anderson, CI. 7-1100.

Tuesday August 18 5:30 P.M.	PRESS PREVIEW: OPENING OF NEW FLOOR	JANE ENGEL	1025 MADISON AVENUE

For the 6th successive year, the Jane Engel organization is expanding. This year's move doubles the present selling space with the addition of a

(Continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

(Continued from preceding page)

newly built floor which permits new departments for coats, furs, suits, sportswear, sweaters, skirts and blouses in addition to Jane Engel dresses and hats. The new floor will also include an enlarged Bridal Shop, a Maternity Shop and an Evening Gown Department. Press Preview by invitation. Publicity: Herbert Bijur, RH. 4-0300.

Tuesday August 18	TOP-DRAWER AFFILIATION: ADRIAN MODES, DELMAN SHOES	ADRIAN-DELMAN SALON	233 NORTH BEVERLY DRIVE BEVERLY HILLS, CALIF.

Deluxe fashions and footwear get together in a newly announced combine launching a Delman Shoe Salon in the retail establishment of Adrian, former MGM fashion designer. Shop will be opened Tuesday, August 18th, with much Hollywood fanfare. Publicity: Viola Shefer, PL. 3-2116.

Thursday August 20 9:30-12:00 A.M. Breakfast	ANNUAL CHRISTMAS GIFT PREVIEW	DOROTHY GRAY, LTD.	683 FIFTH AVENUE BOARD OF DIRECTORS RM.

Dorothy Gray will present their Annual Breakfast Preview of new Christmas Gift Ideas to Beauty Editors of magazines and syndicates faced with early deadlines on Christmas issues. Strictly by invitation. Publicity: Mrs. Terry Quimby, WI. 2-6109.

Thursday August 20 7:30 P.M. 6:30	BUDGET BRIDAL TROUSSEAUX	THE TAILORED WOMAN	742 FIFTH AVENUE

Three modern brides; a defense plant worker, a stenographer, and a Wellesley College graduate, will each select her version of a trousseaux for her circumstances. Changing trends will show up in this three-class level of bridal selections. Commentator, Mrs. Alexander Potts, Merchandising Director of The Bride's Magazine, will be presented by Miss Barbara Barrie, bridal consultant for The Tailored Woman. Open to Press and public. Publicity: Belle Irene Gillis, PL. 5-2500.

Saturday August 22 10:30 A.M.	1ST FALL MEETING: "TRICKS FOR TEENS"	SAKS 34TH STREET	B'WAY AT 34TH ST.

As a harbinger of Fall, Saks 34th Street resumes weekly meetings of its Parents' Magazine-sponsored "Tricks For Teens" Club. Every meeting features guest speakers, and current teen-age fashions modeled by the teen-agers themselves. Pepsi-Cola's and juke box music are a permanent part of the fun. Open to Press and Teens. Publicity: Margaret Pierce, LA. 4-7000.

Saturday August 22 ~~Time Later~~ 2 P.M.	COLLEGE FASHION SHOW	GIMBEL BROS.	B'WAY AT 33RD STREET 3RD FLOOR

Gimbel's will present their College Fashion Show on Sat., Aug. 22nd, to members of the Fashion Press and public. Publicity: Marjorie Howard, PE. 6-5100.

Beginning Saturday August 22	EXHIBIT: "MODERN BRITISH PRINTS"	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.

The Metropolitan Museum of Art has assembled a collection of "Modern British Prints" by such famous print-makers as Murrhead Bone; McBey; D. Y. Cameron; Eric Gill, Claire Leighton, William Nicholson, etc. In addition, the Metropolitan will add Prints from its own permanent collections showing developments of British Print-Making in the years between 1880 and 1930. Open to public. Publicity: Alice Pentlarge or Miss Green, RH. 4-7690.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday August 24 4:00 P.M.	PRESS PREVIEW OF NEW ADRIAN COLLECTION	BONWIT TELLER	721 FIFTH AVENUE RECREATION ROOM, 12 FL.

Bonwit Teller proudly presents Adrian's second Collection - Fall and Winter Originals - to members of the Fashion Press. Strictly by invitation. Publicity: June Clark, EL. 5-6800.

Monday August 24- August 26	GET-TOGETHER TRADE SHOW OF CORSETS & BRASSIERES	NEW ENGLAND CORSET & BRASSIERE CLUB	PARKER HOUSE BOSTON, MASSACHUSETTS

To pool gas and tire expenditure, the New England Corset & Brassiere Club is inviting salesmen and their customers, who do business in the region of Boston, to gather to see what amounts to a general inspection of 35 related lines of merchandise. The purpose: to curtail duplicating sales trips.

Monday August 24- August 29	NEW YORK GIFT SHOW		HOTEL PENNSYLVANIA 7TH AVE. AT 33RD ST.

Annual exhibit of Christmas Gift Wares. Open to Trade. For further information, contact: George F. Little, Director, N. Y. Gift Show, 220 Fifth Ave., AS. 4-3161.

Thursday August 27 4:00- 6:00 P.M.	PREVIEW OF FALL SHOE FASHIONS	THE COWARD SHOE	WALDORF ASTORIA HOTEL PERROQUET SUITE

Coward will present its Annual preview of Fall shoe fashions to members of the Fashion Press at a cocktail-reception in the Perroquet Suite of the Waldorf Astoria. By invitation. Publicity Director: Mr. D. R. Kasanof, BA. 7-1700.

Thursday August 27 6:00 P.M. Dinner	TRADE DINNER TO HONOR ADAM GIMBEL	DRESS TRADES SECTION GREATER NEW YORK FUND	WALDORF ASTORIA HOTEL SERT & WEDGEWOOD ROOMS

Leaders of the Dress Trades will give a testimonial dinner for Adam Long Gimbel, President, Saks 5th Avenue. Retailers and manufacturers will attend en masse to continue Trade's annual support of the Greater New York Fund. The committee in charge of dinner arrangements and the fund campaign includes: Mr. Irving Geist, Mitchell & Weber; Mr. David Goodstein, David Goodstein; and Mr. Al Lasher, Mary Lee, assisted by Jimmie Rothenberg, James J. Rothenberg; and Mr. Herbert Sondheim, Herbert Sondheim. Open to members of needle trades. Tickets, $4. Press by invitation. For further information, contact: Mr. Goldsmith, Greater N. Y. Fund, WH. 3-9440.

Thursday August 27- Sept. 7	TENNIS TOURNAMENT: NATIONAL COMBINED CHAMPIONSHIP MATCHES	U.S. LAWN TENNIS ASSOC.	WEST SIDE TENNIS CLUB FOREST HILLS, L.I.

The AWVS have made of this year's Annual National Tennis Championship Matches, a gala benefit for the more than 100 AWVS units in Greater New York, Long Island and New Jersey, who are cooperating in sponsoring the Tournament and will share in the proceeds thereof. AWVS units will operate the tea house on the grounds of the stadium, and celebrities of radio, stage and screen will be present to compete in some of the matches. Tickets may be obtained from the U.S. Lawn Tennis Assoc., 120 Broadway, RE. 2-3547, or the West Side Tennis Club Stadium, BO. 8-4400, or AWVS Headquarters, 181 Madison Ave., N.Y., MU. 3-7811.

A patriotic pageant has been arranged for Labor Day, final day of the tournament

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday August 31 2:30 P.M.	BACK-TO-SCHOOL FASHION SHOW	FRANKLIN SIMON & CO.	414 FIFTH AVENUE JUNIOR ASSEMBLY SHOP

Teens and Juniors will get their innings in the Franklin Simon presentation of Back-To-School Fashions for the younger element. With Franklin Simon's permission, the USO will take up a collection, movie-style, during the proceedings. Open to Press and public. Publ.: Mrs. Mildred Kaldor, WI. 7-9600.

Monday 8/31-9/19	OPENING OF AQUEDUCT FALL RACE MEET	QUEENS COUNTY JOCKEY CLUB	AQUEDUCT LONG ISLAND
Tuesday Sept. 1 3:30 P.M.	FALL HAT FASHION SHOW	FRANKLIN SIMON	BETTER MILLINERY 3RD FLOOR

Franklin Simon promises "most exciting hats for the coming season" in a Fashion Show for Press and public to be held in the Better Millinery Department on the 3rd floor. Publicity: Mrs. Mildred Kaldor, WI. 7-9600.

Tuesday Sept. 1	TRAVELING PUPPET FASHION SHOW	EVELYN WOOD	BALTIMORE, MD.

3rd annual Traveling Fashion Show of 8 life-sized children's puppets begins its country-wide tour of stores. Conceived and directed by Evelyn Wood, Baltimore stylist and puppeteer, these puppets perform on a 15-foot runway set up in the children's department of each store, dressed in children's clothes from the store's own stock. While the puppets perform, Miss Wood points out the fashion highlights of the costumes. Open for store bookings. Contact: Mr. Irwin A. Shane, Publicity Features, 11 West 42nd St., LO. 5-5351.

Tuesday Sept. 1- Oct. 30	ANNUAL "SWEATER GIRL" CONTEST	OLYMPIC KNITWEAR CO.	1372 BROADWAY

Second Annual Tish-U-Knit National Contest to select the "Sweater Girl" of 1942. Free trip to New York, a $100 War Bond and acclaim by celebrities will reward the winner. For contest rules and further information, contact: Bert Nevins, National Bureau of Press Relations, 50 E 42nd St., MU. 2-9085.

Beginning Tues. 9/1

FALL OPENINGS OF THE "BIG SIX" CUSTOM ORDER COLLECTIONS

Tues. 9/1 8:00 P.M.	BERGDORF GOODMAN ORIGINALS	754 FIFTH AVENUE

Press preview. By invitation only. Publicity: Miss Neff, PL. 3-7300.

Wed. 9/2 10:30 A.M.	JAY THORPE ORIGINALS	24 WEST 57TH STREET

Press preview. By invitation only. Publicity: ~~Ruth Le Brun~~ Miss Levadies, CI. 7-4300.

Wed. 9/2 2:30 P.M.	MILGRIM'S	6 WEST 57TH STREET

Design Studio Originals from the Custom Order Dept. Press preview by invitation. Publicity: Jack Milgrim, CI. 7-7200.

Wed. 9/9 10:30 A.M.	BONWIT TELLER	721 FIFTH AVENUE

Fira Benenson's Collection from the Salon de Couture. Press preview by invitation only. Publicity: Nona James, EL. 5-6800.

Wed. 9/9 2:30 P.M.	SAKS FIFTH AVENUE	611 FIFTH AVENUE

Press preview of "Sophie's" Originals from the Salon Moderne. Strictly by invitation. Special Publicity: Eleanor Lambert, PL. 5-8580. Saks Publicity: Dorothy Harness, PL. 3-4000.

NOTE: HATTIE CARNEGIE Opening Date will be listed here as soon as definitely established.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 3 10 A.M.	PRESS PREVIEW: FALL COLLECTION	HENRI BENDEL	10 WEST 57TH STREET

Press preview of Henri Bendel's Custom-Order-Originals, supplemented by first Fall Collections including Bendel Furs and Hats. Strictly by invitation. Publicity: Frances Anderson, CI. 7-1100.

Monday Sept. 7	FALL RETAIL MILLINERY WEEK	MSC & MMEA	THROUGHOUT U. S. A.

Monday, September 7th, has been designated by the MMEA and the MSC as official Opening Day of the Fall Retail Millinery season. Stores throughout the country will launch promotions ushering in New Fall Hats in advertising, windows, and departmental displays. For further information and promotional helps, consult: Margery Hartmann, Millinery Fashion Bureau, 33 West 42nd St., CH. 4-6547.

Wednesday - Saturday ~~Week Beginning Monday~~ Sept. 9-12	ANNUAL "MISS AMERICA" CONTEST & CALIFORNIA SPORTSWEAR REVUE	ATLANTIC CITY, NEW JERSEY	WARNER THEATRE (~~STILL TO BE ANNOUNCED~~) BOARDWALK

47 states have entered candidates in this year's "Miss America" Contest, held annually at Atlantic City. As the Army has taken over Convention Hall, this year's pageant and week of nightly showings will take place in ~~one of Atlantic City's larger~~ the theatre~~s, still to be announce~~d. For the third year, the annual fashion show will be a California Sportswear Revue--fashions designed and made in California. A partial list of California exhibitors whose clothes will be shown on the Miss America entries includes: Cole of California; Addie Masters; E. B. Myers; Graff Mfg. Co.; Normandin Bros.; Joseph Zukin; Little & Martin; Royal Mfg. Co.; Hollywood Silk Mills; Catalina Knitting Mills; Weyman Bros.; Western Fashions; French Booterie; and others still to be announced.

Warner

Wed. ~~Tuesday~~ Sept. 8-9 10:30 A.M. 2:30 P.M.	PRESS PREVIEW: FALL FASHIONS	BLOOMINGDALE'S	LEXINGTON AT 59TH GREEN ROOM, 3RD FL.

As per usual, Bloomingdale's will launch its Fall Fashions at a morning Press show, followed by three public shows for customers on Tuesday afternoon, and at 10:30 and 2:30 P.M. on Wednesday. Press preview, Tuesday, Sept. 8, at 10:30 A.M. by invitation only. Details later. Publicity: Karen Hollis, VO. 5-5900.

Thursday Sept. 10 10 A.M. Breakfast	PRESS BREAKFAST PREVIEW: "THE FALL PICTURE"	LORD & TAYLOR	424 FIFTH AVENUE

Lord & Taylor will present its own rounded version of the "Fall Fashion Picture" to members of the Press at a breakfast preview. Strictly by invitation. Publicity: Eleanor Howard, WI. 7-3300.

Thursday Sept. 10 6:00 P.M.	FALL SHOWING: ECONOMY FASHIONS	JAMES McCREERY	5TH AVE. AT 34TH ST. DOWNSTAIRS STORE

As a feature of the Thursday night late opening, there will be a first preview of moderate-priced Autumn fashions in McCreery's Down Stairs Store. Open to public. Publicity: Elsie Porcell, WI. 7-7000.

Monday Sept. 14 1:00 P.M. Luncheon	1ST OFFICIAL FALL FASHION LUNCHEON	FRANCES BROOKS (548 MADISON AVE.)	ST. REGIS HOTEL ROOF 5TH AVE. AT 55TH ST.

Fall Fashions will be projected to Roof lunchers taking their first peek at what the season holds forth in clothes. Open to public. Luncheon a la carte. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 14 4:00 P.M.	PRESS PREVIEW: READY-TO-WEAR COLLECTION	BERGDORF GOODMAN	754 FIFTH AVENUE

First view of a quality war-time Collection of Ready-to-Wear Fashions slanted to suit new range of war-time incomes. Included are suits, dresses, evening gowns, inexpensive furs and negligees. Strictly by invitation. Publicity: Miss Neff, PL. 3-7300.

Tuesday Sept. 15 9:30 A.M. Breakfast	PRESS BREAKFAST PREVIEW: FALL COLLECTION	DE PINNA	650 FIFTH AVENUE

As their curtain-raiser for Fall, De Pinna will present their new Fall Collection to members of the Fashion Press at breakfast. By invitation. Publicity: Dorothy Coburn, VO. 5-4800.

Wednesday Sept. 16 11 A.M.	PRESS PREVIEW: DELMAN FALL SHOE-ORIGINALS	HERMAN DELMAN	DELMAN SHOE SALON 754 FIFTH AVENUE

Herman Delman will present his new Collection of Fall Originals to members of the Fashion Press. Strictly by invitation. Publicity: Viola Shefer, PL. 3-2116.

Wednesday Sept. 16-Sept. 17	SEMI-ANNUAL LEATHER SHOW AND STYLE CONFERENCE	TANNERS' COUNCIL & NATIONAL SHOE RETAILERS ASSOC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

Discussion of Shoe industry problems with government officials will dominate the two-day program of this September's Semi-Annual Leather Show and Style Conference. Price control, conservation, inventory status, etc., will be covered. Spring shoe fashions will be presented. The Tanners' Council will "skeletonize" its leather exhibits. Instead of occupying individual booths in the Grand Ballroom of the Waldorf as in former years, each exhibitor will furnish samples of his products in the official colors of the coming season, to be identified and shown in the Ballroom during the National Shoe Retailers Style Conference. Contact: for Tanners' Council, Mr. J.L. Nelson, BE. 3-0494. For N.S.R.A., Mr. Lee Langston, AS. 4-9515.

Wednesday Sept. 16-Sept. 18 All Day	SHOE PRODUCTS AND STYLE EXHIBIT	ALLIED SHOE PRODUCTS EXHIBITORS	HOTEL BELMONT PLAZA LEXINGTON AT 49TH

Across the way from the Tanners' Council and National Shoe Retailers Style Exhibit at the Waldorf, will be a similarly streamlined showing of allied shoe products, findings, and substitutes, held by the Allied Shoe Products and Style Exhibitors. Open to Trade. No door admission. Publicity: Mr. C. R. Heyde, 47 W. 34th St., ~~WI. 7-7943.~~ WN. 7-3439.

Thursday Sept. 17 11 A.M.	PRESS PREVIEW: CUSTOM-MADE ORIGINALS	KNIZE	20 EAST 56TH STREET

Knize, formerly of London, and internationally known for quality fashions and fine tailoring, will present a preview of "Custom-Made Originals for Fall" to members of the Fashion Press. Strictly by invitation. Publicity: Viola Shefer, PL. 3-2116.

Monday Sept. 21-Oct. 10	BELMONT FALL RACE MEET	WESTCHESTER RACING ASSOCIATION	BELMONT PARK ELMONT, L. I.

Admission: grandstand, $1.50; clubhouse, $4. Tickets obtainable from Belmont Park.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. ~~25~~ 8 1:00 P.M. Luncheon	1ST IN FALL LUNCHEON FASHION SHOW SERIES	DEIN-BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL STARLIGHT ROOF

Dein-Bacher of the Waldorf will open the Fall Luncheon Fashion Show series with a presentation of thrilling new fur fashions for Fall and Winter. The luncheons resume on the Starlight Roof, but will be transferred to the Sert Room on October 6th. Open to public. Luncheon, ~~$2~~. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.

already

Tuesday October 6 1:00 P.M. Luncheon	FALL OPENING: RITZ LUNCHEON FASHION SHOW SERIES	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM

Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in the Salon d'Elegance at the Ritz, with a presentation of exciting Fall hats. Open to public. Luncheon, $2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.

Wednesday Oct. 7-25	THE RODEO COMES TO TOWN		MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Monday Oct. 12-21	OPENING DAY: JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA LONG ISLAND
Wednesday Oct. 14- Oct. 15 10 A.M.- 5:00 P.M.	ANNUAL FALL MEETING	TANNERS' COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

The Annual Fall Meeting generally held in Chicago, will take place this year in New York. This is because of the desirability of obtaining Washington speakers, and their lack of time to travel to Chicago. Open to members and Hide and Leather Trade. More details in later issue of FASHION CALENDAR. Contact: Mr. J. L. Nelson, BE. 3-0494.

Monday Nov. 2- Nov. 5	NATIONAL SHOE FAIR	NAT'L BOOT & SHOE MFRS. & NAT'L SHOE RETAILERS	HOTEL MORRISON AND PALMER HOUSE CHICAGO, ILLINOIS

Leaders in shoe manufacturing industry will exhibit in the big National Shoe Fair, held annually in Chicago. The timing of the Fair was planned to permit a first glimpse of new spring and summer lines. (The Hotel Stevens, where the Fair has always been held in the past, has been taken over by the Government.)

DATES AHEAD

Sept. 7 LABOR DAY (Monday)
Sept. 12 1ST DAY OF JEWISH NEW YEAR (Sat.)*
Sept. 14 SCHOOLS OPEN (Monday)
Sept. 21 JEWISH DAY OF ATONEMENT (Monday)*
Sept. 23 1ST DAY OF AUTUMN (Wednesday)
Oct. 1 MOVING DAY (Thursday)
Oct. 12 COLUMBUS DAY (Monday)
Oct. 27 NAVY DAY (Tuesday)
Oct. 31 HALLOWE'EN (Saturday)

RED LETTER WEEKS

Sept. 14-19 NAT'L RETAIL DEMONSTRATION WK.
Sept. 20-26 NATIONAL DOG WEEK
Oct. 2-12 NATIONAL BRANDS WEEK
Oct. 3-10 NAT'L RETAIL FURNITURE WEEK
Oct. 4-10 NAT'L BUSINESS WOMEN'S WEEK
Oct. 25-31 NATIONAL GIRL SCOUT WEEK
Nov. 2-8 AMERICAN ART WEEK
Nov. 9-15 NATIONAL FATHER & SON WEEK
Nov. 11-30 RED CROSS DRIVE

*Market closed for all practical purposes.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Friday.....1ST CONCERT PERFORMANCE OF SHOSTAKOVICH SEVENTH SYMPHONY, BERKSHIRE MUSIC
August 14 CENTER, LENOX, MASSACHUSETTS. The first Western Hemisphere Concert Per-
8:00 P. M. formance of the famous Shostakovich 7th Symphony will be conducted by Dr. Koussevitzky of Boston Symphony for benefit of Russian War Relief. The Orchestra, 110 players, are the Berkshire Music Center Band augmented by Dorothy Maynor, negro contralto, Gregor Piatigorsky, cellist, and Albert Spalding, violinist. Tickets, $2.20 to $5.50, can be obtained at Russian War Relief Headquarters, 11 E. 35th St., MU. 6-3203.

Friday.....PREMIERE: "THE GAY SISTERS" (Movie) STRAND THEATRE, B'WAY AT 47TH STREET
August 14 The much-heralded Warner Bros. movie of Steven Longstreet's novel starring Barbara Stanwyck, George Brent, and Geraldine Fitzgerald. Also, Nancy Coleman and Gig Young. Barbara Stanwyck's clothes by Edith Head. Other clothes by Orry-Kelly. Publicity: Eve Siegel, CI. 6-1000.

Monday.....1ST OF A SERIES OF SIX WILLIAM SAROYAN PRODUCTIONS, BELASCO, 115 W. 44TH ST.
August 17 Leading off with "Across The Board, On Tomorrow Morning" and "Talking To You" with Canada Lee in leading roles. Cost of premiere, $4.40. Publicity: Leo Freedman, LA. 4-5119.

Tuesday....PREMIERE: "NEW MOON" CARNEGIE HALL, WEST 57TH STREET
August 18 Next musical revival at Carnegie Hall, a hit of the 1928-29 season, by
(Postponed) Oscar Hammerstein, 2nd, Frank Mandel, Laurence Schwab and Sigmund Romberg. Publicity: Nat Dorfman, ME. 3-0858.

Wednesday..PREMIERE: "PARDON MY SARONG" (Movie) CRITERION THEATRE, 1514 BROADWAY
August 26 Universal picture starring the laugh-makers, Abbott and Costello. Publicity: Maurice Bergman, CI. 7-7100.

Wednesday..CELANESE'S "GREAT MOMENTS IN MUSIC" WABC COLUMBIA NETWORK
August 19 Celanese presents Noel Coward's "Bitter Sweet", one of the greatest oper-
10:00 P.M. ettas of modern times, starring Jean Tennyson, Jan Peerce, and Robert Weede. George Sebastian will conduct orchestra and chorus. Publicity: Bernard Sobel, LE. 2-5050.

Saturday...PRESENTATION OF THE "ROCKLAND RIOT FOR RUSSIA", ESTATE OF DR. PIERRE
August 22 BERNARD, NYACK, NEW YORK. Gala Russian War Relief Show presented under the sponsorship of Helen Hayes, and directed by Charles MacArthur, Maxwell Anderson and George S. Kaufman. Music by Kurt Weill and "lyrics" by J.P. McEvoy. Sketches by Maxwell Anderson, Ben Hecht, and George S. Kaufman. Clothes by clarepotter. Hats by Sally Victor. Cast includes Helen Hayes and daughter Mary Hayes, Ed Wynn, Wil Geer and others. Publicity: Russian War Relief, MU. 6-3203.

Wednesday..BIG TIME HARVEST MOON BALL NEWS WELFARE ASSOC., MADISON SQUARE GARDEN
August 26 85 civilian and 25 service men and their girls will take part in this an-
8:30 P.M. nual dancing competition whose winners get many prizes and contracts for vaudeville appearances. Admission, 40¢ to $2.20. Proceeds go to USO. Tickets obtainable at News Information Bureau, 220 E. 42nd St. and Madison Square Garden. Publicity: Mr. Murtha, MU. 2-1234.

Friday.....PREMIERE: "LADY IN A JAM" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
August 28 Universal's scintillating movie comedy starring Irene Dunn, with Ralph Bellamy, Patrick Knowles and Eugene Pallet. Produced and directed by Gregory La Cava. Publicity: Maurice Bergman, CI. 7-7100. Bernard Neumann Vera Wick

Friday.....MATINEE AND EVENING OF NEW ICE SHOW: "ICE-CAPADES", MADISON SQUARE GARDEN
Sept.4-9 & Produced by Arena Managers Association and Madison Square Garden at the
Sept.11-20 Garden, 8th Avenue at 50th Street. Admission, 55¢ to $2.75. Contact:
2:30,8:30 Publicity Department at Garden, CO. 5-6800.

Thursday...FALL OPENING OF LE RUBAN-BLEU RESTAURANT, 4 EAST 56TH STREET
Evening The Ruban-Bleu will re-open for its 6th season, starring colored song-
Sept. 10 stress, Maxine Sullivan, "The Queen of Swing". Publicity: Dorothy Ross, BR. 9-5906.